Brown DMD Presentation
9/7/06

General Comments
- MO went from 40th to 20th in Brown Study
- MO has improved each year in most categories
- Biggest jump in Security Policy, 10% to 69%

Evaluation Criteria
- Ranking based on 21 categories (online publications, online databases, audio clips, video clips, foreign language or language translation, advertisements, user payments or fees, not having premium fees, W3C disability access, several measures of privacy policy, multiple indicators of security policy, presence of online services, the number of online services, allowing digital signatures on transactions, an option to pay via credit cards, email contact information, areas to post comments, option for email updates, allowing for personalization of the website and PDA or handheld device accessibility and readability level.)
- 100% based on 4 points for each of 18 categories plus up to 28 points for online service offered on the site (one point for each service).
- Evaluations in June and July
- Privacy policy features: whether the privacy statement prohibits commercial marketing of visitor information; use of cookies or individual profiles of visitors; disclosure of personal information without the prior consent of the visitor or disclosure of visitor information with law enforcement agents.
- Flesch-Kincaid readability standard is computed by dividing the average sentence length (number of words divided by number of sentences) by the average number of syllables per word (number of syllables divided by the number of words).
- Accessibility is tested by Watchfire's Bobby software for over 170 comprehensive checks such as appropriate text and background color contrast and the presence of text equivalent "alt" tags on images.
- WebXM scans for broken links and anchors, broken links, missing titles, missing keywords, missing descriptions, warnings and redirects and poor search functionality.
- WebXM analyzes critical search and navigation problems; number of missing titles, missing keywords, missing descriptions and missing Alt Text descriptions.
- WebXM identifies page warnings and redirections and links that point to files on a local server.

Trends/New Stuff
- Citizens are being asked to pay more of the costs of online services is up from 2% to 12%
- #1 Texas has 500 online services presented in 15 categories and also organized alphabetically.
- #2 New Jersey users can customize/personalize the homepage's layout and news content displayed
- #3 Oregon features "5 top links" and consistent design scheme.
- #4 Michigan offers 4 drop down boxes, Governor's weekly podcast, RSS feeds of news releases, state blog, special site for wireless and consistent layout and appearance.
- #5 Utah has live chat support RSS feeds, over 100 online services and tool bar at top of page with links to e-services.
- Pay traffic tickets online
- Live chat for help
- Webcam to see how busy a state office is
- Video guide on using different voting machines
- Search baby names database

Potential Improvements

- Consistency in design, navigation and appearance (layouts and color schemes). Consistent template, consistent navigation bar. Websites with more uniform, integrated and standardized navigational features. Government agencies guard their autonomy very carefully, and it has taken a while to get agencies to work together.
- Create portals as a gateway to a "one-stop" web address for online services.
- Lead users to services with simple intuitive menus (Don't link everything from the homepage)
- Consistent URL's
- Provide email contact in department not webmaster
- Better coordination between what is on portal page and what is on agency pages
- Target website improvements to meet the June/July evaluation period
- Adopt and fund procedures and software to ensure new/revised Webpages meet standards
  Watchfire's Bobby software for 508/W3C compliance automatically formulates user-friendly dashboards and reports.

Watchfire's WebXM software for quality assurance such as broken links, missing titles, missing keywords, missing descriptions, warnings and redirects and poor search functionality.

Missouri's 06 Brown E-Gov Statistics

	Publi-cations	Data	Audio Clips	Video Clips	Foreign Language	PDA	Has Services	User Fees
Texas	100%	91%	50%	53%	84%	0%	91%	16%
New Jersey	100%	96%	11%	43%	43%	4%	93%	11%
Oregon	100%	80%	13%	20%	43%	0%	87%	17%
Michigan	100%	97%	38%	41%	41%	7%	83%	24%
Utah	100%	94%	26%	41%	26%	3%	94%	9%
Missouri	100%	83%	38%	38%	38%	0%	76%	**24%**
	Email	Comment	Update	Personal-ization	Disability	Privacy	Security	
Texas	84%	50%	50%	0%	72%	84%	63%	
New Jersey	96%	93%	36%	7%	11%	93%	93%	
Oregon	97%	90%	47%	7%	77%	83%	83%	
Michigan	97%	83%	52%	10%	48%	83%	83%	
Utah	97%	50%	44%	0%	47%	91%	88%	
Missouri	97%	28%	48%	3%	72%	69%	69%	

Missouri's 06 Brown E-Gov Statistics

Missouri's Score/Rank   **#1 State's Score**

YEAR	SCORE	RANK		#1 STATE	#1 SCORE
2001	41.20%	25		Indiana	52.30%
2002	46.30%	22		Tennessee	56%
2003	39.70%	12		Massachusetts	46.30%
2004	33.00%	38		Tennessee	56.50%
2005	36.50%	40		Utah	62.10%
2006	43.00%	20		Texas	51.70%

Missouri Profiles %

YEAR	Phone	Address	Pubs	Data	Links	Audio	Video	For Lang	PDA	Has Svcs	User Fees
2001	100	100	97	74	63	11	9	3			
2002	100	100	100	52	65	13	4	0			
2003			100	94		13	19	0	0		
2004			97	97		13	13	13	0	52	16
2005			100	65		16	19	6	3	68	6
2006			100	83		38	38	38	0	76	24

YEAR	E-Mail	Search	Comment	Broadcast	Update	Personalize	W3C/508	Privacy	Security
2001	97	60	9	11	6	0	31	23	6
2002	79	43	0	4	0	0	22	39	
2003	97		26		13	0	59/39	61	26
2004	97		26		13	0	48	68	16
2005	100		13		32	0	71	65	10
2006	97		28		48	3	72	69	69

YEAR	Ads	User Fee	Premium Fee	Services	# of Svcs	Credit	Digital Sign
2001	0	0		26			0
2002	0	0	0	22		4	0
2003	0	6	0	42	2.77	16	0
2004							
2005							
2006							